

CLAIM AMENDMENTS

Please cancel claims 2-38.

Please add new claims 39-56:

39. (New) A method for relating television program content and corresponding on-line service content, the method comprising the steps of:

a) providing, for a computer located at a first location, an on-line service located at a second location remote to said first location,

b) broadcasting, from a programming transmitter, television program content to one or more audio or video receivers,

c) receiving an address identifying corresponding on-line service at a website,

d) transmitting, from said website, said address identifying said corresponding on-line service to said computer via the Internet, and

e) coordinating said step of transmitting to occur simultaneously with said step of broadcasting and independent of user interaction with said on-line service.

40. (New) A method for relating television program content and corresponding on-line service content, the method comprising the steps of:

a) providing, for a computer located at a first location, an on-line service located at a second location remote to said first location,

b) broadcasting, from said transmitter, said television program signal to one or more audio or video receivers, and

c) receiving an address identifying corresponding on-line service at a transmitter,

d) inserting said address into the vertical blanking interval of a television broadcast signal,

e) coordinating said step of inserting to occur simultaneously with said step of broadcasting and independent of user interaction with said on-line service.

41. (New) A method for relating television program content and corresponding on-line service content, the method comprising the steps of:

- a) providing, for a computer located at a first location, an on-line service located at a second location remote to said first location,
- b) broadcasting, from a transmitter, television program content to one or more audio or video receivers,
- c) receiving an address identifying corresponding on-line service at a television broadcaster,
- d) transmitting, from said television broadcaster, said address identifying said corresponding on-line service to said computer, and
- e) coordinating said step of transmitting to occur simultaneously with said step of broadcasting and independent of user interaction with said on-line service.

42. (New) A system for relating and displaying television program content and corresponding on-line service content comprising:

- a) a transmitter for broadcasting television program content and for sending an address identifying corresponding on-line service content, the transmitter being for sending said address simultaneously with the television program content being broadcast, whereby:
- b) a computer for connection to an on-line service can retrieve said corresponding on-line service content;
- c) a receiver for connection to said computer can receive said address from one of the transmitters via a communications channel identifying the location of said on-line service content; and
- d) one or more displays can view the television program content and the corresponding on-line service content.

43. (New) A method for relating and displaying broadcast television programming and Internet content in relative synchronicity, the method comprising the steps of:

receiving the broadcast television programming, the programming containing an audio-video signal;

receiving a directly transmitted Internet address, wherein the Internet address specifies Internet content corresponding to the audio-video signal;

retrieving the Internet content corresponding to the audio-video signal;

synchronizing the Internet content to the audio-video signal; and

displaying in relative synchronicity the Internet content corresponding with the television programming.

44. (New) The method of claim 91 wherein the Internet content resides at a web site.

45. (New) The method of claim 91 wherein the Internet content resides at an FTP site.

46. (New) A system for presenting television programming and corresponding Internet content obtained the Internet, the system comprising:

a) a receiver configured to receive television programming, wherein the programming contains an audio-video signal;

b) a hardware device configured to receive an Internet address which specifies corresponding Internet content, wherein the corresponding Internet content relates to content contained in the audio-video signal, the hardware device including software capable of automatically retrieving the corresponding Internet content; and

c) one or more displays for presenting the audio-video signal and the corresponding Internet content, wherein the corresponding Internet content is synchronized to the television programming and displayed at predetermined times.

47. (New) The system of claim 94 wherein the Internet address specifies Internet content found on a web site.

48. (New) The system of claim 94 wherein the Internet content specifies Internet content found on an FTP site.

49. (New) The system of claim 94 wherein the hardware device is a personal computer.

50. (New) The system of claim 94 wherein the hardware device is an audio-video receiver.

51. (New) The system of claim 94 wherein the one or more displays comprises a television for displaying the audio-video signal and a monitor connected to the hardware device for displaying the corresponding Internet content.

52. (New) A system for presenting television programming and corresponding Internet content obtained from Web sites on the Internet, the system comprising:

a) an audio-visual receiver configured to receive broadcast television programming;

b) a personal computer configured to receive an Internet address, wherein the Internet address specifies corresponding Internet content which relates to content contained in the television programming, and the personal computer including software capable of automatically retrieving the corresponding Internet content; and

d) one or more displays for presenting the audio-video signal and the corresponding Internet content, wherein the corresponding Internet content is synchronized to the television programming and displayed at predetermined times.

53. (New) A method for presenting audio-video programming content and corresponding Internet content obtained from the Internet, the method comprising:

a) transmitting information to the user, the information transmitted being processed by a processor configured to perform a function that allows the user to connect to a world-wide web site containing Internet content related to audio-video programming content;

b) enabling the function only at a specified time based upon the audio-video programming content;

c) transmitting the function to the user;

d) presenting the audio-video programming content in synchronization with the function; and

e) delivering to the user from the world-wide web site, in response to the user utilizing the information to perform the function, the Internet content related to the audio-video programming content.

54. (New) A method for relating and displaying television program content and corresponding Internet content in relative synchronicity, the method comprising the steps of:

a) receiving the broadcast television programming, the programming containing an audio-video signal;

b) receiving an Internet address, the Internet address being transmitted independently of the broadcast television programming, wherein the Internet address specifies a Web site having corresponding Internet content to the audio-video signal;

c) automatically retrieving the corresponding Internet content residing at the specified Web site;

d) synchronizing the corresponding Internet content to the audio-video signal;
and

e) displaying in relative synchronicity the corresponding Internet content with the television programming.

55. (New) A method for relating and displaying television program content and corresponding Internet content in relative synchronicity, the method comprising the steps of:

a) receiving the broadcast television programming, the programming containing an audio-video signal;

b) receiving a directly transmitted URL, wherein the URL specifies a Web site having Internet content corresponding to the audio-video signal;

c) automatically retrieving the Internet content residing at the specified Web site;
and

e) displaying in relative synchronicity the Internet content corresponding to the audio-video signal with the television programming.

56. (New) A method for relating and displaying television program content and corresponding Internet content in relative synchronicity, the method comprising the steps of:

a) receiving the broadcast television programming, the programming containing an audio-video signal;

b) receiving a directly transmitted URL, wherein the URL specifies a Web site having Internet content corresponding to the audio-video signal, the URL not being embedded in the audio-video signal being broadcast;

c) automatically retrieving the corresponding Internet content residing at the specified Web site;

d) synchronizing the corresponding Internet content to the audio-video signal;
and

e) displaying the corresponding Internet content along with the television programming.